



Job Family: Community & Internal Support

Position: Community and Education Outreach Specialist

PURPOSE

The Community and Education Outreach Specialist assists with community outreach for SASS and our initiatives. This position also supports education and awareness of Gender Based Violence/Sexual Violence through a variety of communication activities.

The goals are to achieve increased brand awareness, funding opportunities and recognition of SASS and its member agencies as experts on sexual violence within the province of Saskatchewan.

The position works in close consultation with the Executive Director and in partnership with member agencies and SASS employees. Aside from the Executive Director, this position is responsible for managing and interacting directly with media in both a proactive and responsive manner.

PRIMARY DUTIES AND RESPONSIBILITIES

Community Engagement

- Work with the Executive Director to implement an integrated strategic communications plan to advance the Sexual Assault Services of Saskatchewan (SASS) brand identity; broaden awareness of its resources and supports; and increase visibility to all key stakeholder audiences.
- Serve as the brand champion and ambassador both internally and externally
- Implement a marketing and public relations strategy that will allow SASS's leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including funding partners, the media, and key influencers
- Identify challenges and emerging issues faced by the organization. Work with the member agencies and staff across the organization to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Meet/communication/present to potential partners/funders/stakeholders to increase SASS's network.

Marketing, Public Relations and Advocacy

- Develop all of SASS's print communications including, but not limited to Communication media plans and marketing collateral materials.
- Design, create, and upload visual and written content to the SASS website and social media platforms.
- Support the ED with media interactions that help promote and/or impact the organization.
- Administer requests for sponsorships, donations, and partnerships.



QUALIFICATIONS

Education

- Degree in marketing or business administration (or equivalent combination of education and experience)

Knowledge, skills, and abilities

- Must be able to pass a criminal record and vulnerable sector check
- Background or interest in sexual violence and related issues
- Demonstrated skill in, and motivation to, proactively seek out and build relationships with top tier reporters and editors
- Demonstrated experience and leadership in managing a comprehensive strategic communication, media relations, and marketing program to advance an organization's mission and goals
- Proven ability to utilize new media technologies creatively and thoughtfully
- Excellent organizational and prioritization skills, able to manage and deliver on multiple assignments under tight deadlines
- Exceptional interpersonal and communication skills, with proven ability to work effectively with a wide range of stakeholders
- Proficient with Microsoft Office
- A team player willing to take on new challenges to support a team-oriented environment
- Intrinsically motivated, exuding a desire to make a difference
- Committed to ongoing learning and development

EXPERIENCE

- Minimum of three to five years of directly applicable and progressive experience
- Extensive successful writing and editing experience with a variety of print and online communications media
- Experience with Word Press, graphic design, email marketing software, Adobe Creative Suite and CRM software would be an asset
- Experienced team builder